



# H2020 INCLUSION

## D7.1 Communication and dissemination strategy

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Author(s): Pasquale Cancellara, Marko Lovric

Author'(s)' affiliation (Partner short name): Polis

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<b>Contributors</b>	Michele Masnata – Softeco Sarah Brooke – University of Aberdeen Caitlin Doyle Cottrill – University of Aberdeen John Nelson - University of Aberdeen Karen Vancluysen - POLIS		
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<b>Abstract</b>	This document 'Communication and Dissemination Strategy' (D7.1) gives guidance for the work of INCLUSION partners on communication and dissemination activities. The document provides the general vision and a description of the communication tools and activities to be developed in order to reach INCLUSION communication goals.		
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# 1 Introduction

## 1.1 About INCLUSION

The main objective of the INCLUSION project is to understand, assess and evaluate the accessibility and inclusiveness of transport solutions in European prioritised areas, identify gaps and unmet needs, propose and experiment with a range of innovative and transferable solutions, including ICT-enabled elements, ensuring accessible, inclusive and equitable conditions for all and especially vulnerable user categories.

INCLUSION will address a large set of case studies involving different forms of geographical areas and transport contexts, demographic categories, population groups and mobility solutions, providing concrete experiences from various European sites and pilot initiatives involving a variety of regulatory and business frameworks, supporting technologies, organisational and operational conditions. Complementary to this, a number of innovative solutions will be concretely tried out and validated through real-life experiments in the so-called innovation Pilot Labs in a mix of urban, peri-/sub-urban and rural target areas.

In particular, the project will produce a set of innovative solutions which will be tested in the following **Pilot Labs**:

- **Rhein-Sieg region** – Germany
- **Flanders region** - Belgium
- **Budapest** urban area – Hungary
- **Florence** metropolitan area – Italy
- **Barcelona** peri-urban area and neighbouring conurbation – Spain
- **Cairngorms National Park** rural area – Scotland, UK.

The selected Pilot labs offer a variety of different transport environments, socio-economic contexts, cultural and geographical conditions.

INCLUSION has defined at least eight core objectives:

- **Investigate and understand** the main characteristics of **prioritised** areas as well as the relevant factors that influence mobility and accessibility.
- **Identify the user** and social groups most exposed to transport **accessibility** issues and inequality in the different type of areas and undertake a comprehensive analysis of their mobility requirements.
- **Understand how ICT tools**, service and social innovation can help individuals to cope with accessibility issues and improve or increase inclusivity and transport equity for the concerned user groups.

- **Identify and critically assess existing** innovative, efficient, affordable, inclusive, equitable and economically viable forms of public transport, with a particular focus on the use of ICT applications and on transferability potentials for both the prioritised areas and social groups.
- Undertake **experimental validation** of innovative elements and ideas aimed to enhance transport accessibility in selected prioritised areas and transport environments for the concerned vulnerable users.
- Undertake a **quantitative assessment** of the impacts and a qualitative process evaluation in selected innovative transport solutions validated in the INCLUSION experimental sites.
- Investigate, develop and consolidate **business concepts** and models related to the assessed accessible transport options with the aim of transferring these findings to other European contexts
- **Disseminate** and **promote** the identified innovations, transferable solutions and recommendations with the aim of fostering the adoption of accessible, inclusive and equitable mobility solutions for European prioritised areas and vulnerable user groups

The project expects to understand the main transport challenges in different types of prioritised areas; to provide an in-depth examination of ten innovative public transport approaches and a wider catalogue of at least forty case studies of accessible, inclusive and equitable transport solutions; to deliver a set of recommendations and mobility solutions for vulnerable users' communities.

## 1.2 About this document

This document 'Communication and Dissemination Strategy' (D7.1) gives guidance for the work of INCLUSION partners on communication and dissemination activities. The document provides the general vision and a description of the communication tools and activities to be developed in order to reach INCLUSION communication goals.

The document contains the communication objectives, target audiences and a description of the specific communication tools and documents, the indicators to reach, the distribution of work among partners and the specific steps and communication channels to use for reaching the communication target groups.

## 1.3 About Work Package 7

The activities are coordinated by the Work Package (WP) leader POLIS and the related task leaders. The tasks and activities are to be carried out by all project partners throughout the duration of the project. POLIS will provide the other project partners with the relevant tools (e.g. templates and documentation) and instructions for their actions. POLIS will have access to the online communication tools (i.e. website and social media) and will be able to share the partners' messages via these channels.

## 2 Vision

### 2.1 Objectives

The main objective of the INCLUSION communication, dissemination and innovation management plan is to support knowledge sharing and raise awareness about the new concepts and solutions for more accessible, inclusive and equitable transport in European prioritised areas. Complementary to this, it is the promotion and take-up of such innovations beyond project duration.

The different activities implemented in WP7 are enablers for raising awareness about the project and its main achievements with the following objectives:

- Define and implement a common strategy for effective and integrated communication and dissemination of INCLUSION activities and results.
- Develop and design the necessary tools for appropriate dissemination.
- Inform the relevant stakeholders at local, national, European and international levels and ensure a wide visibility of the project.
- Increase the project's visibility, thus broadening the project acceptance and influencing the uptake potential.
- Enhance media coverage and local awareness via local workshops in the Pilot Labs.
- Inspire a wide uptake of innovative solutions for accessible and inclusive transport across Europe.
- Leverage the additional multiplier effect offered by the INCLUSION Stakeholder Forum to widen the outreach capabilities of project achievements and recommendations.

### 2.2 Target groups

Dissemination activities will be tailored to the target audience which is mainly composed of

- Mobility stakeholders
- Institutions
- Local authorities
- Service providers
- Service operators
- Transport technology providers
- Marketing and business developers
- Users' associations and users' groups
- Academic and research communities
- Policy makers
- General public.

The table below explains in greater detail the target groups, their area and instruments proposed to reach them:

**Table 1: INCLUSION Target groups**

Target group	Target area	Main focus and instruments
General public, associations, advocacy groups.	Understandable by a large public of non-specialists.	General project presentation; presentation of societal and economic impacts and benefits; accessible and inclusive mobility options (show cases and communication material); social innovation approaches and benefits.
Transport industry service providers; technical solution providers; investors.	Business	Business-oriented project presentation. Focus on transport innovations (accessibility, quality); Business concepts and models; Identification of opportunities and societal benefits.
Research communities; European and international fora.	Scientific	Scientific presentations. Focus on innovation (transport models and technologies)
ICT and ITS solution providers, transport solutions adopters.	Technical	Specific technology presentations; Technology adoption packages.
Public Authorities; policy-makers.	Legislative	Focus on the implementation of EU policies (accessibility, inclusiveness); focus on transferability and adoption at the European level.

## 2.3 Structure of the INCLUSION Work Plan

The INCLUSION partners and Pilot labs are committed to engaging and exchanging knowledge with a wide range of key stakeholders from the public and private sector. The dissemination and



exploitation activities are therefore embedded in all INCLUSION work packages, whose outputs will be public documents available on the project website.

The INCLUSION work plan is structured into 8 WPs addressing the key objectives of the project, including a set of thematic WPs, a WP dedicated to communication and innovation management and an overall project management package. Each WP contains tasks that identify the precise work to be performed, with well-defined and distributed responsibilities. Specifically, the adopted project work plan is comprised of:

- WP1 – Prioritised areas, user groups and needs assessment
- WP2 – Social innovation, enabling ICTs and data intelligence
- WP3 – Inclusive mobility options: identification and critical assessment
- WP4 – Validating innovation: Pilot Labs
- WP5 – Impact assessment and process evaluation
- WP6 – Delivering new accessible and inclusive mobility: solutions and socio-business models
- WP7 – Communication, dissemination and innovation management
- WP8 – Coordination and Management
- WP9 – Ethics Requirements

## 3 Dissemination material and communication tools

Communications in electronic and printed form will be an essential mechanism for the dissemination of the project activities, objectives and outputs to various target audiences. To support this, the following tools, publications and other materials have been or will be developed.

### 3.1 Project identity

A project identity and graphic charter was developed by month 3 of the project (December 2017), to establish a common and recognisable INCLUSION brand, which will be used for all INCLUSION communications, both at European and local levels. The project identity relates to the appearance and visibility of a project for the external stakeholders. This includes a logo selected by POLIS together with Softeco and templates for project deliverables and PowerPoint presentations.



The INCLUSION logo is at the heart of the project identity and was developed by a professional communications agency. Different versions of the logo were created to correspond to the different uses which could be made of it.

*The INCLUSION logo with the full name of the project*



The graphic charter is a comprehensive document that indicates how to use elements that convey the project's visual identity and will be used for reports, designing the website, Microsoft Word documents and PowerPoint presentations templates, and any other communication tools and products. The project identity templates and graphic charter has been made available to all INCLUSION partners. All INCLUSION partners will also be asked to clearly refer to the European funding source when presenting the project.

In addition to the logo and the icons, INCLUSION will be represented by a dedicated design element, namely 'circular patterns' to symbolise the aspect of inclusiveness.

The primary corporate colours are presented in the colour palette below.

C: 88 M: 45 Y: 65 K: 37  
R: 18 G: 84 B: 76  
HEX: 12544C



C: 61 M: 0 Y: 55 K: 0  
R: 102 G: 193 B: 146  
HEX: 66C192



C: 47 M: 1 Y: 17 K: 0  
R: 126 G: 206 B: 213  
HEX: 7ECED5



C: 80 M: 10 Y: 45 K: 0  
R: 0 G: 166 B: 156  
HEX: 00A69C



Role of partners & timing:



**POLIS** leads this task; it is responsible for collecting the quotes for the design and liaising with the designer for the development of the logo and graphic charter.

**Softeco** provided feedback to the different layout options proposed. POLIS sent the communication tools to all INCLUSION partners. Partners to use the design as appropriate (e.g. presentation of INCLUSION at events etc).

### 3.2 Electronic newsletter

Digital newsletters will be sent out on a regular basis every six months, including fixed sections on project activities and achievements, thematic sections on specific topics of interest in the particular phase of the project, and dedicated sections on each of the innovation Pilot Labs.

Short and snappy articles on the project's activities and demonstrations will provide a good impression to the different target groups INCLUSION intends to reach. The newsletter will also allow further extending the project's contact database, through the subscription option on the project website.

The newsletter will be made available on the INCLUSION website, which will also allow stakeholders to sign up and receive the newsletter automatically. It will also be emailed to a distribution list containing all project's partners and those people who expressively subscribed through the website.

Role of partners and timing:

**POLIS** will be responsible for the newsletter, writing some articles, coordinating the contributions. POLIS will be helped by guest editors for editing the input received from others. English native speakers partners such as University of Aberdeen will proofread the newsletters before their publication.

**All partners** will provide relevant input and write news articles on their project related activities upon request.

**All partners** will support the distribution of the newsletter.

### 3.3 Project Leaflet

A high-quality project leaflet will be produced early in the project as part of the deliverable *D7.2 Project dissemination and communication package*. The leaflet introduces INCLUSION to the main target groups and to a wider audience. The leaflet will be printed and an electronic version will be available for download from the website. The leaflet aims to inform a wide audience about the project's objectives and expected results. It will also provide more details about the INCLUSION activities. The leaflet will be used for distribution at the European, national and local levels by all

project partners. The leaflet will be in English. The core elements of the Project Dissemination Package (leaflet, roll-up, project presentation) will be translated into national languages by the relevant partners, to be used for local dissemination in the various planned activities (i.e. local workshops, stakeholders' interviews and focus groups, pilot labs activities, etc.).

Role of partners and timing:

**POLIS** is responsible for drafting the text of the brochure and for coordinating the design process with the Communication Agency.

Softeco is responsible for reviewing the brochure.

All partners will use the leaflet to promote the project among their contacts and at relevant events.

### 3.4 Project roll-up

The project has developed a roll-up poster that can be used for promoting the project at events and it forms a coherent identity with other communication elements of INCLUSION. The roll-up highlights the INCLUSION objectives and promotes the website and the social media channels as a source for more information. It also features all project's partners.



*The INCLUSION roll-up*

Role of partners and timing:

**POLIS** is responsible for drafting the text of the roll-up and for coordinating the design process with the Communication Agency.

**Softeco** is responsible for reviewing the roll-up.

### 3.5 Project presentation

The project's presentation is a designed and standard Power Point/pdf project presentation available for all partners. It gives a general overview of the project and it contains its key objectives. All partners are encouraged to use this presentation during internal or external event where the project will be invited.

Role of partners and timing:

**POLIS** is responsible for drafting the text of project's presentation and for coordinating the design process with the Communication Agency.

**Softeco** is responsible for reviewing the content.



**Towards more accessible and inclusive mobility solutions for European prioritised areas**

The INCLUSION Consortium



[www.h2020-inclusion.eu](http://www.h2020-inclusion.eu)



The project's presentation

### 3.6 Presentations and Publications

INCLUSION intends to disseminate the main project findings and innovations in international open access peer reviewed scientific journals, magazines, book chapters and conferences. Major activities will be disseminated through press releases and direct contacts with the media. Magazines where INCLUSION can be promoted comprise Thinking Cities (a joint magazine by POLIS and H3B Media), Cities Today, Traffic Technology International/Intertraffic world, Thinking Highways, ITS international, ITS UK (ITS Review).

## 4 Online media

### 4.1 Website

The INCLUSION website [www.h2020-inclusion.eu](http://www.h2020-inclusion.eu) - serves as the main entrance point for the project and it is the most important source of information on activities within the project. It provides a description of the project objectives and methodologies, main areas of activity, description of the Pilot Labs, profiles of consortium partners, news & events, project results and documentation, links to current and past projects and other relevant websites.

The website makes it possible to disseminate the results to all potential mobility stakeholders from city authorities to different transport operators and stakeholders, and it also allows the wider INCLUSION community and the public to follow up on new developments and results.

The content management system used for this website allows the creation of new pages, and the inclusion of new texts, images and video content as the project evolves. The website is in English. The INCLUSION website provides a link to a number of social media platforms including Twitter, LinkedIn, Flickr and a YouTube channel.

This website was launched in January 2018 and will be kept up-to-date with the latest news, events and project developments. Softeco and POLIS will liaise with other relevant activities and projects to explore how the information from INCLUSION can feed their platforms. The project website will be kept online and live after the planned project duration for at least one year as an own website. After that, it will be hosted by the Co-ordinator and kept visible and alive through cross-referencing from other live portals (POLIS, EMTA, transport operators and partners of INCLUSION).



### Role of partners & Timing:

**POLIS** is the lead partner for this task. POLIS is in charge of outsourcing the technical aspects, coordinating with the web developers.

POLIS is responsible for developing the structure of the project website. POLIS and Softeco have admin access to maintain the website.

**Softeco** is responsible for the hosting, the purchase of the project website domain and for regular updates

**POLIS** is in charge of creating the content for the website and draft texts, with input from **Softeco and other partners** for the sections that specifically relate to their activities in the project.

**All partners** should inform **POLIS** (Task leader) and **Softeco** on any new developments which should be mentioned on the website.

**All partners** should also visit the website on a regular basis to check the accuracy of the information shown.

The website was delivered by month 3 (December 2017)

## 4.2 Social and digital media

The project will be developing and enhancing its presence on the main social networks and media. These channels will be used for interaction with both professional communities (transport



stakeholders, transport industry, scientific and academic communities), and for interaction with the general public (with a particular attention to personal data protection issues).

By using social and digital media, the project aims to fulfil the following objectives:

- Steering additional traffic to the INCLUSION website.
- Complementing traditional communications channels e.g. printed publications, events, press outreach and targeted mailings.
- Giving an informal voice to INCLUSION.
- Monitoring mentions of INCLUSION, project partners, project outcomes and other important activities.
- Providing on-site and live coverage of key events for those who cannot attend.

Social media posts (Facebook, Twitter and LinkedIn) will contain:

- The latest news from the project
- Live news and pictures from meetings or workshops
- Relevant key statements and facts
- Pictures of INCLUSION activities in cities
- Retweets from related Twitter accounts of initiatives, partners, cities and projects

Post frequency:

- Twitter: once/week.
- Facebook: once/week
- LinkedIn group: once/month.

Flickr will be used as a repository for images and pictures taken during events where INCLUSION will be presented; YouTube will host videos or webinars that the INCLUSION Pilot Labs may produce during its duration.

#### 4.2.1 Twitter

Twitter is a microblogging platform that allows users to post short messages and chat with other users via their phones or web browsers. Unlike email or text messaging, these conversations are in the open. Twitter has the potential to deliver many benefits in support of a project's communications objectives.

Tweets will contain:

- The latest news from the project
- News and pictures from meetings or workshops
- News and pictures from Pilot Labs
- Retweets from related twitter accounts of initiatives, partners, cities and projects



The INCLUSION Twitter account is: [@H2020-INCLUSION](https://twitter.com/H2020-INCLUSION). The INCLUSION Twitter account can be consulted at [https://twitter.com/H2020\\_INCLUSION](https://twitter.com/H2020_INCLUSION). The latest tweets are also visible through a Twitter feed on the INCLUSION homepage.

The official project's hashtag is #H2020INCLUSION. All partners are encouraged to always include this hashtag in each Tweet about the project's activities in order to allow traceability of all Tweets related to the project.

#### Role of partners:

**POLIS** manages the INCLUSION Twitter account. POLIS (with almost 4000 followers) will re-tweet INCLUSION (when relevant) through its own Twitter account to increase reach. Partners are encouraged to do the same.

**All partners** provide news and images for Twitter when appropriate. Partners tweet from events where possible using pictures and the official hashtag #H2020INCLUSION. Minimum number of tweets: once/week.

### 4.2.2 Facebook

Facebook will be used as a tool to increase the awareness level constantly and to provide the project an interactive communication tool that embraces all sites and overcomes spatial distances.

The name of the INCLUSION Facebook page is "H2020-INCLUSION project". It is also possible to reach the INCLUSION Facebook page from the INCLUSION website homepage.

The Facebook page is available at <https://www.facebook.com/H2020INCLUSION/>

#### Role of partners:

**POLIS** will manage the INCLUSION Facebook Page.

### 4.2.3 LinkedIn

LinkedIn is a social networking website for professionals. The dedicated INCLUSION LinkedIn group aims to create an expert community of INCLUSION cities and related stakeholders, where urban transport professionals can learn about the project's developments as well as virtually meet and exchange experiences on its related topics.

The aim of the INCLUSION LinkedIn group is therefore to:

- Enable knowledge transfer between local authorities and other urban transport stakeholders

- Share experiences and enhance collaboration
- Keep in touch with peers
- Keep up to date with advancements of the On-site Implementation
- Announce events.

The name of the INCLUSION LinkedIn Group is "H2020-INCLUSION". It is also possible to reach the INCLUSION LinkedIn Group from the INCLUSION website homepage.

Role of partners:

**POLIS** will manage the INCLUSION LinkedIn group.

#### 4.2.4 YouTube

YouTube is the leader in online video, and the premier destination to upload, watch and share original videos on the internet. Videos will be produced and hosted on YouTube to allow users to quickly find relevant video content on the INCLUSION Pilot Labs. The name of the INCLUSION YouTube channel is "H2020 INCLUSION" and it is available at:

[https://www.youtube.com/channel/UC1oY9zdmkhvPAIDeSaihgYQ?disable\\_polymer=true](https://www.youtube.com/channel/UC1oY9zdmkhvPAIDeSaihgYQ?disable_polymer=true)

It is also possible to reach the INCLUSION YouTube account from the INCLUSION website homepage.

**POLIS** will manage the INCLUSION YouTube channel.

All partners will provide videos when appropriate.

#### 4.2.5 Flickr

A dedicated Flickr account has been set up to publish and communicate pictures, linking them to the project website. Flickr is used within the project as a photo database for partners to upload and share images amongst each other when suitable (for example, pictures related to workshops and all kind of meetings organised with the project).

It is also possible to reach the INCLUSION Flickr page from the INCLUSION website homepage.

The INCLUSION Flickr page is available at: <https://www.flickr.com/people/137532751@N03/>

Role of partners:

**POLIS** will manage the INCLUSION Flickr account.

Partner cities and pilot sites should provide pictures on the INCLUSION Pilot Labs, meetings and workshops locally organised.

## 5 Networking and events

In order to maximise the opportunities for mutual learning and knowledge exchange between partners at all levels and across all target groups, INCLUSION will search for synergies with other projects and initiatives, will organise networking events and will participate in relevant external conferences throughout the project lifetime.

INCLUSION partners will participate in project-related or external events at international and national scales that will stimulate public interest towards the project and reach out to a larger public including external stakeholders. The project's visibility will be enhanced through dedicated presentations in conferences and participation to exhibitions, at least twice a year.

### 5.1 Dissemination at key events

Projects results will be disseminated at conferences, workshops, fora and bodies which are attended by sectoral stakeholders and potential future adopters and users. INCLUSION will submit and present papers in selected, highly recognized international conferences and workshops. A preliminary list of conferences and events INCLUSION partners aim to target include:

- UITP Global Public Transport Summit
- International Transport Forum
- Annual Summit, ITS World Congress 2018
- ITS Europe Congress
- UITP Bus World International Bus Conference
- Transport Research Arena (TRA)
- POLIS annual conference
- European Conference on Sustainable Urban Mobility Plans (SUMP)
- AET European Transport Conference
- Transports Publics
- SHARED MOBILITY ROCKS

Role of partners:

**POLIS** will lead the task and will take care of organizing the events according to the plans. **Softeco**, **UNIABDN** and **EMTA** will contribute to the organisation and rolling out of the events and workshops.

### 5.2 INCLUSION Stakeholders' Forum

According to the INCLUSION Definitions of terms developed in D1.1, *A stakeholder is an individual, group or organisation that is affected by a proposed plan or project or that can affect the proposal and*

*its implementation. This includes the public, public authorities, businesses and research institutions. A stakeholder forum is therefore a platform where stakeholders can express their views, visions, ideas and concerns related to current and future mobility solutions. In particular, the INCLUSION Stakeholder Forum aims to gather organizations from mobility business and recognized experts in order to get valuable input, feedback and resources to validate the project's results.*

The INCLUSION Stakeholders' Forum will therefore further enhance networking activities, project presentations and discussions. It will be a platform where the project can receive valuable feedback on its activities through the involvement of experts and organisations. In particular, stakeholders' associations, user groups, advocacy groups, etc. will take part into selected project workshops and will be able to further distribute project information and achievements via their own members' networks. One of the forum's main activities is to contribute to identify business concepts and solutions for the promotion of accessible and inclusive mobility in prioritised areas.

The Stakeholder Forum will ensure external support, additional investigations and feedback in many of the core activities of the projects, thus increasing the overall quality and level of dissemination of the outcomes. This will be achieved with input, feedback and resources for validation of project results.

The main activities foreseen for the Stakeholder Forum include:

- Gathering external participants to follow, monitor and provide feedback to the project. A key role in communication will also be played in that respect.
- Workshops, participation in on-line surveys (questionnaires) and other exchange of information for assessment.
- Validation of the user needs' analysis, as well as the new concepts and tools developed and identified.
- Participation in a call for nominations of the Case Studies that will be analysed during the project.
- Provision of strategic advice on the impact evaluation plan to be developed by the INCLUSION Evaluation Group (IEG).
- Contribution to identification of candidate business concepts and solutions for the promotion of accessible and inclusive mobility in prioritised areas.
- Participation in round-tables and facilitation of discussions with operators, community transport and peer-to-peer.
- Transport service providers who will give input to the business scenarios and recommendations developed in the final stages of the Project.
- Overall contribution to extend the outreach capabilities of project achievements and recommendations.

The following organisations and experts have expressed their interest to cooperate with INCLUSION taking part in the activities of the project Stakeholders' Forum:

Name	Title	Organisation	Link
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<b>Umberto Guida</b>	<b>Director</b>	<b>UITP - International Association of Public Transport</b>	<a href="http://www.uitp.org/">http://www.uitp.org/</a>
<b>Anna Lisa Boni</b>	<b>Secretary General</b>	<b>EUROCITIES - Network of cities</b>	<a href="http://eurocities.eu/">http://eurocities.eu/</a>
<b>Ana Dragulescu</b>	<b>Officer</b>	<b>ICLEI - Network of Local Governments for Sustainability.</b>	<a href="http://www.iclei.org/">http://www.iclei.org/</a>
<b>Anne-Sophie Parent</b>	<b>Secretary general</b>	<b>AGE Platform Europe European network of non-profit organisations of and for people aged more than 50.</b>	<a href="http://www.age-platform.eu/">http://www.age-platform.eu/</a>
<b>Anna Zobnina</b>	<b>Chair</b>	<b>European Network of Migrant Women Europe-wide feminist umbrella organisation</b>	<a href="http://www.migrant-womennetwork.org/">http://www.migrant-womennetwork.org/</a>
<b>Gret Lis Grönlund</b>	<b>President</b>	<b>National Council of Women in Sweden</b>	<a href="http://sveq.se/wp/">http://sveq.se/wp/</a>
<b>Peter Cranny</b>	<b>Head of Data Quality</b>	<b>Irish National Transport Authority</b>	<a href="https://www.nationaltransport.ie/">https://www.nationaltransport.ie/</a>
<b>Bernd Klingel</b>	<b>Director</b>	<b>Baden Württemberg Transport Authority</b>	<a href="https://www.nvbw.de/">https://www.nvbw.de/</a>
<b>Marta Serrano Balbuena</b>	<b>Director (Communications and Consultancy)</b>	<b>EMT, Madrid Public Spanish authority</b>	<a href="http://www.emtmadrid.es/Home">http://www.emtmadrid.es/Home</a>
<b>Graham Currie</b>	<b>Professor - Public Transport Research Group</b>	<b>Monash University, Victoria - Australia</b>	<a href="https://www.monash.edu/">https://www.monash.edu/</a>

Role of partners:

**Softeco** will lead the task 8.3 *Organisation and management of the Stakeholders' Forum*.

**EMTA** and **POLIS** will assist **Softeco** in the coordination and management of the forum and will provide further contacts and links with external operators, forums, associations and stakeholders.

Moreover, **Softeco**, **UNIABDN** and **EMTA** will contribute to the organisation and unrolling of the events and workshops.

### 5.3 Local project workshops

Local project workshops will be organized when significant dissemination actions or knowledge sharing activities can be done. This will involve, for example, case study sites' stakeholders, innovation pilot labs, etc. The INCLUSION Pilot labs are responsible for the organisation of local workshop.

Role of partners:

**POLIS** will enhance the media coverage when the local workshops will be held.

**VRS**, **BUSIT**, **TaxiStop**, **HiTrans**, **BUSUP** and **BKK** are responsible for the organisation of their local workshops.

### 5.4 INCLUSION mid-term dissemination event and final conference

As part of the general dissemination strategy of INCLUSION, **POLIS** will organise and hold a mid-term dissemination event as well as a Final Conference towards the end of the project, to present the main project achievements, conclusions and recommendations in a high-level dissemination event. This will involve all Consortium members, the key stakeholders external to the Consortium (Stakeholders' Forum members), representatives of other H2020 projects of interest for INCLUSION (e.g. those funded under MG8.4 and MG8.5 topics: HiReach, STARS and MOTIV projects) and a number of European stakeholders and experts invited via **POLIS**, **EMTA** and the networks of the various organisations involved in the Stakeholders' Forum. These events will be planned and organised by **POLIS** and held in principle in Brussels or in one of the selected pilot labs (based on

Role of partners:

**POLIS** will lead the task and will take care of organizing the events according to the plans.

**Softeco**, **UNIABDN** and **EMTA** will contribute to the organisation and unrolling of the events and workshops.

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## 5.5 Synergies with other EU projects

INCLUSION will leverage on a large number of past and current efforts from consortium members who have accumulated wide and diverse experience in several related projects. This will enlarge the knowledge base that the project will build upon well beyond the specific case studies conducted in the project, as well as enhancing the comprehensiveness of the planned investigation and the relevance of final project outcomes. In particular, INCLUSION will seek mutual collaboration and exchange with those projects funded under MG8.4 (as INCLUSION) and MG8.5: HiReach, STARS and MOTIV. This will be achieved through joint events (when appropriate and possible); through mutual contribution to the respective newsletters where there will be a 'project in the spotlight' section highlighting the projects' activities and outputs relevant for INCLUSION. INCLUSION will in general keep the related projects informed about its activities and invite them to relevant events throughout the duration of the project. Relevant linked research and projects include:

**Table 2 Synergy with past projects**

Project	Relevance	Link
<p><b>BAPTS: Boosting Advanced Public Transport Systems INTERREG IVB (2008 – 2012).</b></p>	<p>BAPTS aimed at improving the public transport through actions aimed at reducing the negative (transnational) impacts of commuting between cities, towns and rural areas.</p>	<p><a href="http://www.bapts.eu">www.bapts.eu</a></p>
<p><b>CityHUB: defining key determinants for a successful interchange (2014-2016).</b></p>	<p>The project aimed to contribute to the design and operation of seamless, smart, clean and safe intermodal public transport systems.</p>	<p><a href="http://www.cityhub-project.eu/Default.aspx?tabid=55">http://www.cityhub-project.eu/Default.aspx?tabid=55</a></p>
<p><b>CIVITAS CARAVEL (2005-2009).</b></p>	<p>Among several other developments, CARAVEL implemented the technologies enabling (1) the operation of a Demand Responsive Transport (DRT) scheme for low-served peri-urban/rural areas surrounding Krakow (PL) and (2) for the operation of the Flexible Transport Service Agency supporting the operation of DRT and collective taxi schemes in Genoa. These experiences are examples of mobility schemes transferable to the user groups and prioritised areas of interest for INCLUSION.</p>	<p><a href="http://www.civitasinitiative.org/content/caravel">www.civitasinitiative.org/content/caravel</a></p>



<p><b>CONNECT (2004-2005).</b></p>	<p>A Co-ordinated Action on Flexible Collective Transport Services, addressing Flexible Transport Services (FTS) and all intermediate forms of transport to be classified as flexible and collective, such as Demand Responsive Transport.</p>	<p><a href="http://www.flexibletransport.eu">www.flexibletransport.eu</a></p>
<p><b>Enhanced WISETRIP (2011-2014).</b></p>	<p>Enhanced WISETRIP addressed full door-to-door, long-distance intermodal travel planning and support for all users, including elderly and mobility impaired people.</p>	<p><a href="http://www.wisetrip-eu.org">www.wisetrip-eu.org</a></p>
<p><b>EURFORUM: European Research Forum for Urban Mobility (2006 -2007).</b></p>	<p>The objective of EURFORUM is to create a forum at the European level, effectively representing stakeholders of European research on urban mobility, including representatives of local authorities, public transport associations, research bodies, etc and provide recommendations for the coordination of European research. EURFORUM defined also its vision for urban mobility in 2020 with the objective of ensuring the future of European urban regions as vivid centres of economic, cultural and social life in Europe. Thus, citizens must benefit from clean, efficient, inter-modal and fair-priced transportation.</p>	<p><a href="http://cordis.europa.eu/project/rcn/79977_it.html">http://cordis.europa.eu/project/rcn/79977_it.html</a></p>
<p><b>ICMA Improving Connectivity and Mobility Access INTERREG IVB (2008-2012).</b></p>	<p>The project developed and evaluated measures for municipalities and transport authorities to support each link in the mobility chain so that there is an effective alternative to the private car.</p>	<p>Not available</p>

<p><b>MATISSE - Methodology for Assessment of Transport Impacts on Social Exclusion (2002-2003).</b></p>	<p>This project developed an assessment framework and core indicator set for transport impacts on social exclusion. It included: a) a State-of-the-art review on the relationship of transport and social exclusion, b) an evaluation framework to assess the current transport needs of socially excluded groups, c) advice on the development of integrated transport policy options to redress social exclusion, analyse expected policy impacts and set targets, and d) an evaluation framework for monitoring the effectiveness of measures introduced.</p>	<p>Not available.</p>
<p><b>MOVE (2008-2011).</b></p>	<p>MOVE provided policy makers, public administrators, researchers, educators and other stakeholders with an improved generic framework and methodology for the measurement and assessment of vulnerability to natural hazards in Europe's regions.</p>	<p><a href="http://www.move-fp7.eu">www.move-fp7.eu</a></p>
<p><b>MYWAY (2013 -2016).</b></p>	<p>MYWAY addressed multi-modal journey planning and mobile services to foster sustainable and accessible personal mobility in smart cities and regions, particularly looking at the integration of regular public transport services (buses, metro, trams, etc.) with emerging, flexible and sustainable services suitable for developing new, personal mobility schemes especially tailored for vulnerable user groups.</p>	<p><a href="http://www.myway-project.eu">www.myway-project.eu</a></p>
<p><b>NICHES+ - Promotion and Take-up of Innovative Urban Transport Concepts, (2008 – 2011).</b></p>	<p>NICHES+ aimed to network key actors actively engaged in developing innovative urban transport concepts and to facilitate the co-ordination of their activities across Europe. The project also promoted the take-up of selected innovative concepts in seven Champion Cities.</p>	<p>Not available.</p>

<p><b>SAMPO and SAMPLUS EU Telematics in Transport Programme (1998-2001).</b></p>	<p>SAMPO supported the realisation and evaluation of Demand Responsive System for urban and rural areas. SAMPLUS developed a multi-operator agency for planning, management and evaluation of transport services for special user groups (disabled, elderly, etc.) and low demand zones and time periods in city/metropolitan areas.</p>	<p>Not available</p>
<p><b>SmartMove (2014 – 2016).</b></p>	<p>SmartMove focused on mobility options for residents of rural areas, especially for older people and students, focussing on the critical role of feeder systems.</p>	<p><a href="http://www.smartmove-project.eu/">www.smartmove-project.eu/</a></p>
<p><b>STARS, Sustainable Travel Accreditation and Recognition for Schools (2014-2016).</b></p>	<p>The European project STARS aims to increase the number of pupils cycling to and from school, who would previously have been escorted by car.</p>	<p><a href="http://starseurope.org/index.php">http://starseurope.org/index.php</a></p>

**Table 3 Synergy with current projects**

Project	Relevance	Link
<b>CHUMS: Changing Habits for Urban Mobility Solutions (2016-2018).</b>	CHUMS addresses the energy challenge of low car occupancy and the 50% of journey in cities that cannot be accommodated by conventional public transport modes by promoting carpooling across Europe. The "CHUMS package" of car pool week, personalized travel plans and mobility jackpot was implemented across 5 cities.	<a href="http://chums-carpooling.eu/">http://chums-carpooling.eu/</a>
<b>CIPTEC - Collective Innovation for Public Transport in European Cities (2015-2018)</b>	CIPTEC (Collective Innovation for Public Transport in European Cities) is an EU Horizon 2020 project, addressing the challenge for "Smart, Green and Integrated Transport" and a CIVITAS knowledge generating project in the area of "tackling urban congestion". The main aim of the project is to bring new thinking and innovative solutions for Public Transport, creating a favourable environment for the growth of Public Transport.	<a href="http://ciptec.eu/">http://ciptec.eu/</a>
<b>CIVITAS DESTINATIONS (2016-2020).</b>	DESTINATIONS aims at improving the accessibility of public transport and mobility services in tourist destinations, particularly in small island and rural areas.	<a href="http://civitas.eu/destinations">http://civitas.eu/destinations</a>

<p><b>CIVITAS PORTIS (2016-2020).</b></p>	<p>PORTIS is concerned with the design, demonstration and evaluation of integrated packages of sustainable mobility measures in five major port cities in Europe. The port cities provide real-life ('living laboratory') contexts in which local integrated sustainable urban mobility measures can be clustered according to four major aspects: Governance; People; Transport Systems; and Goods.</p>	<p><a href="http://civitas.eu/portis">http://civitas.eu/portis</a></p>
<p><b>ESPRIT: Easily diStributed Personal Rapid Transit (2015-2018).</b></p>	<p>ESPRIT is developing a purpose-built, lightweight L-category electric vehicle with the capacity for forming road-trains of up to eight vehicles. A preliminary test and demonstration takes place at three different geographical pilot sites. Two main use-case scenarios are foreseen: a one-way redistributed car-sharing system within city centres; and first and last kilometre personal mobility system to and from existing public transport interchanges in suburban areas.</p>	<p><a href="http://www.esprit-transport-system.eu/">http://www.esprit-transport-system.eu/</a></p>
<p><b>G-PaTRA Green Passenger Transport in Rural Areas - (2017-2021)</b></p>	<p>The project promotes green transport and mobility by enhancing the capacity of authorities to reduce CO2 from personal transport in remote, rural and island areas. It will embed more zero emission vehicles in rural transport systems and improve available passenger transport resources.</p>	<p><a href="http://northsearegion.eu/g-patra/">http://northsearegion.eu/g-patra/</a></p>

<p><b>H2020 SocialCar (2015-2018).</b></p>	<p>SocialCar seeks to assimilate carpooling into existing mobility systems by means of powerful planning algorithms and integration of big data from public transport, carpooling and crowdsourcing. The SocialCar app will be tested in 10 European cities.</p>	<p><a href="http://www.socialcar-project.eu">www.socialcar-project.eu</a></p>
<p><b>HiReach - High reach innovative mobility solutions to cope with transport poverty (2017-2020).</b></p>	<p>HiReach aims to eliminate transport poverty by triggering new mobility solutions sustained by products scaling up on mixed needs, backed by mobile information technologies and social innovations, using open tools, technology transfer and start-up development techniques to find and exploit new business ideas that reach low accessibility social groups and areas.</p>	<p><a href="http://cordis.europa.eu/project/rcn/211649_it.html">http://cordis.europa.eu/project/rcn/211649_it.html</a></p>
<p><b>MoTiV - "Mobility and Time Value" (2017-2020).</b></p>	<p>The "Mobility and Time Value" (MoTiV) addresses emerging needs and perspectives on Value of Travel Time (VTT), a relevant research area particularly valuable to decision-makers, transportation planners, engineers, and economists in the context of projects aiming at enhancing transportation infrastructure.</p>	<p><a href="http://cordis.europa.eu/project/rcn/211697_it.html">http://cordis.europa.eu/project/rcn/211697_it.html</a></p>
<p><b>Motivate INTERREG MED (2016-2018)</b></p>	<p>Motivate aims at validating the role and potential of crowdsourcing tools/platform in collecting data to support the development of SUMP, the users' needs analysis of mobility measures and the evaluation of users' acceptance and level of acceptance of mobility initiatives in 6 pilot areas of Mediterranean areas.</p>	<p>Not available yet</p>

<p><b>SETRIS: Strengthening European Transport Research and Innovation Strategies (2015-2017).</b></p>	<p>The aim of SETRIS is to deliver a cohesive and co-ordinated approach to research and innovation strategies for all transport modes in Europe.</p>	<p><a href="http://newrail.org/setris/">http://newrail.org/setris/</a></p>
<p><b>STARS, Shared mobility opporTunities And challenges foR European citieS (2017-2020).</b></p>	<p>STARS aims to explore the diffusion of carsharing in Europe, its connections with technological and social innovations, as well as its impact on other transport modes (private car, bike, walk, taxi, public transport).</p>	<p><a href="http://stars-h2020.eu/">http://stars-h2020.eu/</a></p>

## 5.6 Liaison with external networks and initiatives

During project development, INCLUSION will engage in clustering, exchange of information and co-operation with other Research, Development and Innovation projects funded under H2020 and other European initiatives, addressing accessible mobility (e.g. other projects funded under the MG-8.4 research area) as well as other relevant themes for INCLUSION (e.g. MaaS).

The activities will include mutual presentations, exchange of information, engagement in working groups, participation in joint workshops, consultations and development of joint working documents and notes supporting the EC. This task will draw on partners' inputs and achievements obtained in the relevant project RDI WPs and Tasks. The project will be involved in clustering activities and liaising with other relevant RDI projects under H2020, particularly in the domain of socio-economic research.

Role of partners:

**POLIS** is responsible for organizing the events according to the plans.

**Softeco, UNIABDN and EMTA** will contribute to the organisation and unrolling of the events and workshops.

## 6 Local communication

Since the INCLUSION Pilots will host their respective labs which are at the core of the project, they will contact and exchange ideas on the INCLUSION concepts and developments with a wide range of key stakeholders in their locally organised workshops.

Cities and partners will be provided with unified key messages and materials as well as with a communication tracking tool in order to record their activities. The core elements of the Project Dissemination Package such as the leaflet, roll-up, and the project presentation will be translated into national languages by the relevant partners, to be used for local dissemination in the various planned activities (i.e. local workshops, stakeholders' interviews and focus groups, pilot labs activities, etc.). Local project workshops will be organized when significant dissemination actions or knowledge sharing activities can be done. This will involve, for example, case study sites' stakeholders, innovation pilot labs etc.



## 7 Transfer and take-up

### 7.1 Set of recommendations

The transfer and take-up of INCLUSION outcomes will be made mainly via the dissemination of INCLUSION guidelines and through the Stakeholder's Forum, which will have an important role in the discussion and validation of the recommendations.

In particular, Task 6.2 (Task Leader: MEM, Partners: RUPPRECHT, MOSAIC, UNIABDN, VRS, BUSIT, TAXISTOP, HITRANS, BUSUP, BKK) will consolidate the business analysis, best practice and other practical intelligence that has emerged from the INCLUSION case studies, to produce recommendations on the business models most appropriate for implementation in each of the identified scenarios. The outcome will be a report containing a set of effective recommendations on the business models most appropriate for implementation in prioritised areas and their transferability potential.

The INCLUSION consortium members will also develop an exploitation strategy for the outcomes of the project and recommendations for using the results after the project ends. The exploitation strategy will be developed in cooperation with the Pilot Labs to capture the most interesting and promising results and potentials. The transferability of the concepts and solutions found at research level will be assessed with the criteria and indications identified throughout the whole project duration. These includes: the preliminary analysis and findings of WP1 and WP2, the evaluation carried out in WP5 and the business models and financial sustainability patterns developed in WP6.

Role of partners:

**Softeco** will lead the task and will coordinate the development of the INCLUSION Exploitation and Innovation plan.

**MEM, RUPPRECHT, MOSAIC, UNIABDN, VRS, BUSIT, TAXISTOP, HITRANS, BUSUP, BKK** will contribute to the development of the INCLUSION Exploitation and Innovation plan.

The **Outcome** is the Deliverable D7.7, Exploitation and Innovation Management Report.

## 8 Annexes

### 8.1 Annex I – List of deliverables

Deliverable number	Deliverable name	Lead partner	Type	Dissemination level	Delivery date
D7.1	Communication and dissemination strategy (including corporate identity)	POLIS	Report	Confidential, only for members of the consortium (including the Commission Services)	3
D7.2	Project Dissemination and Communication Package	POLIS	Other	Public	3
D7.3	Interim Dissemination Report – Mid Term	POLIS	Report	Confidential, only for members of the consortium (including the Commission Services)	18
D7.4	Final Dissemination Report	POLIS	Report	Public	36
D7.5	Exploitation and Innovation Management Report	Softeco	Report	Public	36

### 8.2 INCLUSION Work plan

Overall, the intended goals and contents of the defined WPs are summarised as follows:

**WP 1 – Prioritised areas, user groups and needs assessment** will lay the foundations of the project by examining accessibility and inclusiveness issues in the dual perspective of the different types of prioritised areas and the various population groups and user segments. WP1 will investigate the main characteristics of prioritized areas as regards spatial, demographic and socioeconomic aspects, and

will identify and analyse the main user groups and related transport accessibility issues, with a particular focus on vulnerable user categories. Furthermore, it will investigate the mobility habits, needs and aspirations of various vulnerable social groups in the addressed European spatial categories, and how the respective mobility influencing factors, limitations and barriers can result in a lack of equity and inclusiveness and other undesirable effects. This WP will result in a structured view linking the various characteristics of prioritised areas and user segments with the main issues and factors that affect mobility and inclusiveness, as well as in the identification and understanding of a comprehensive and organised set of needs and requirements that must be met by novel transport solutions in order to ensure adequate levels of accessibility for all citizens and residents in the reference areas.

**WP2 – Social innovation, enabling ICTs and data intelligence** will look at how ICT tools and services, technological and social innovation can help meeting the needs and requirements identified in WP1 and enable developing sustainable, more accessible and inclusive mobility solutions. This WP will look at current and future use of e.g. social media, App-based services and data analytics both as ways to get better insight about the needs and requirements of the different user groups and as operational tools that, together with social innovation can help innovating service delivery and increase accessibility.

**WP3 – Inclusive mobility options: identification and critical assessment** will identify and assess at least 50 existing innovative mobility initiatives, projects and measures that are intended to lower accessibility barriers and to provide viable options for a sustainable and inclusive mobility for the target areas and social groups. Models such as paratransit, flexible collective schemes, innovative feeder services (including e.g. pedelecs), App-based lift sharing, etc. will be investigated from the point of view of their capabilities of providing complementary components to the prevailing PT service. Special emphasis will be given to cases that address those spatial and social categories that will have been identified as priorities through WP1. A portfolio of viable measures and a thorough investigation and analysis of 50 case studies will result from this WP.

**WP4 – Validating innovation, Pilot Labs:** among the most promising innovative solutions/tools identified by WP2 and consolidated through the feedback provided by the case studies survey carried in WP3, the ones which are most suitable to comply with local background and site needs/drawbacks will be selected in order to identify specific elements and components of these solutions which can be tailored, introduced and demonstrated in the **Pilot Labs**. All aspects dealing with innovative solutions to improve PT accessibility (i.e. market surveys, promotional campaign, organization and operation, IT, business model and subsidies, tariff structure etc.) will be considered and addressed to the level required by the specific experiments run in the site. Each pilot lab will have a specific focus in terms of involved prioritized areas and target users' groups in order to cover the main relevant options of the mapping defined in WP1. Data for quantitative analysis and scale up in WP5 will be produced;

**WP5 – Impact assessment and process evaluation** will analyse the impacts of the new PT schemes in the selected case studies. This will imply the (small-scale) introduction of the identified soft-measures, organisational and operational practices and technical solutions, as well as the assessment

and evaluation of the resulting impacts and benefits on accessibility for the concerned social categories.

**WP6 – Delivering new accessible and inclusive mobility: solutions and socio-business models** will build upon the outcomes of previous analysis phases and of WP5 Pilot Labs assessment and evaluation. This WP will frame the lessons learnt and derive transferable solutions as regards technological, social and organisational innovation and their combination into effective, efficient and affordable mobility solutions with viable “socio-business” models; i.e. models not only economically but also socially acceptable and sustainable.

**WP7 – Communication, dissemination and innovation management** will develop tailored communication measures allowing adequate promotion of INCLUSION research and innovation to a wide audience, comprised of all ranges of potential users beyond the project community and properly including the visibility of EU support. Furthermore, exploitation plans looking into market take up of developed innovation will be developed in this work package. All WPs will contribute to WP7 as regards the dissemination, communication and promotion of project outcomes. WP1 – WP6 will also benefit from WP7 and its interaction with the external communities the wider research and innovation context.

**WP8 – Coordination and Management** will deal with the day-by-day management of the project, ensuring partners coordination, the assessment of project progress and results and all necessary management operations related to project and financial reporting, payments, liaising with the Commission and ensuring that the project's outcomes are appropriately disseminated and promoted. It will also lead and ensure the quality assurance of project operations and results.

**WP9 – Ethics Requirements** sets out the **ethics requirements that** the project must comply with and the guidelines it has to follow.

### 8.3 Annex III – H2020 Dissemination Guidelines

For Horizon 2020 projects the reference document for communication, dissemination and exploitation activities is the Grant Agreement (GA), and namely Articles 29 (Dissemination of results — Open access — Visibility of EU funding) and 38 (Promoting the action — Visibility of EU funding).

#### Promoting the action — Visibility of EU funding: Communication activities by beneficiaries

Regarding article 38, these are the rules to follow:

##### Obligation to promote the action and its results

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform INEA.

## Information on EU funding — Obligation and right to use the EU emblem

Unless INEA requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) Display the EU emblem and

(b) Include the following text:

- For communication activities: "This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 724101".
- For infrastructure, equipment and major results: "This [*infrastructure*][*equipment*][*insert type of result*] is part of a project that has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 724101".

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from INEA.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

## Consequences of non-compliance

If a beneficiary breaches any of its obligations under this agreement, the grant may be reduced.

## Dissemination of results — Open access — Visibility of EU funding

Regarding article 29, these are the rules to follow:

### Obligation to disseminate results

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may [...] need to formally notify the *Innovation and Networks Executive Agency (INEA)* before dissemination takes place.

### **Open access to scientific publications**

Each beneficiary must ensure open access (free of charge online access for any user) to all peer reviewed scientific publications relating to its results.

The bibliographic metadata must be in a standard format and must include all of the following:

- The terms "European Union (EU)" and "Horizon 2020";
- The name of the action, acronym and grant number;
- The publication date, and length of embargo period if applicable, and
- A persistent identifier.

### **Information on EU funding — Obligation and right to use the EU emblem**

Unless INEA requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) Display the EU emblem and

(b) Include the following text:

"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 724101".

When displayed together with another logo, the EU emblem must have appropriate prominence.

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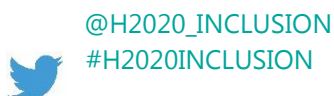
### **Disclaimer excluding INEA responsibility**

Any dissemination of results must indicate that it reflects only the author's view and that INEA is not responsible for any use that may be made of the information it contains.

### **Consequences of non-compliance**

If a beneficiary breaches any of its obligations under this agreement, the grant may be reduced.

## 9 INCLUSION consortium



For further information please visit [www.h2020-inclusion.eu](http://www.h2020-inclusion.eu)



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